Welcome to the new Mix, incorporating Pro Sound News - now a single, essential resource for Pro Audio Professionals

For more than 40 years, Mix and Pro Sound News have been the leading media properties serving the professional audio market. In the Summer of 2021, they merged, bringing together the best aspects of both brands to create the singular, essential source covering the world of pro audio.

Pro Sound News’ industry-leading live sound coverage and vibrant, insightful reporting on pro audio today has been integrated with Mix’s trademark deep dives into the technologies and talent that drive the recording industry. Online, via the daily SmartBrief newsletter, in print and through events, the merging of the titles creates a strong brand with its finger on the pulse of music and technology, engaging readers from every corner of the industry.
As the comprehensive, go-to source for high-end audio production for more than 40 years, Mix magazine has consistently given marketers access to creative people using cutting-edge technology. Or vintage technology. Or blending the two in unique ways to produce high-quality sound. For 2022, Mix expands with the addition of robust Pro Sound News content, with a focus on live sound and coverage of current-day trends in audio and music. Now with a combined magazine audience of 37,000+ monthly readers, Mix is a one-stop shop for marketers looking to impact audio pros in recording, live sound, TV, film, production, post-production and more — those who make or influence significant investments in audio technology.
SmartBrief

Created with a combination of technology, editorial expertise and industry knowledge, the daily Mix SmartBrief curates timely and relevant news to keep busy professionals on top of the trends and best practices that are shaping pro audio.

37.4k
SUBSCRIBED
Mix SmartBrief

37.1k
THIRD PARTY OPTED-IN
SUBSCRIBERS

18%
OPEN RATE

4%
CTR

Source: Internal, Newsletter subscriber data, November 2021
Breaking pro audio industry news and trends

MixOnline.Com is the authoritative news source for professionals in every corner of the audio industry, all of whom make significant investments in audio technology. Updated daily to cover the latest in recording, live sound, sound for picture and more, MixOnline.Com takes readers behind the scenes on the top tours and events, into the studio with cutting-edge producers and engineers, and more. Whether they’re longtime industry insiders or emerging professionals, the movers and shakers of pro audio turn to MixOnline.Com every day to stay on top of the news.

**81k**
MONTHLY GLOBAL VISITORS

**127k**
MONTHLY GLOBAL PAGE VIEWS

Source: Google Analytics, L12M Monthly Average, Nov. 2021
Mix Magazine presents the ninth annual Sound for Film and TV event, an all-day exhibition and conference spotlighting the technologies and techniques behind sound for picture, from production to playback.

The boom in television and streaming services has led to a technology/workflow change in how content is produced. The techniques and tools are merging, and studios and producers have adapted their methods. We bring film, television and virtual reality all together.

May 2022 NEW!
Harbor Studios
New York, NY

September 2022
Sony Pictures Studios
Culver City, CA
Watch the incredible sound work by leading composers, sound engineers, editors and creative talent

The Mix Sound for Film & TV: Awards Season is a taking place virtually on January 20, 2022. We're honoring the year’s best creative talent in film and television sound. While the global pandemic has affected media distribution, schedules and attendance, it has not affected the quality of the sound work, and that work deserves to be recognized.

As a companion to the Mix Sound for Film and TV event held each September at Sony Pictures Studios (and new for 2022 - in May in NYC!), this event honors those studios, facilities and teams that created soundtracks worthy of Best Sound at the 2022 Oscars, MPSE Golden Reel Awards and CAS Awards.

January 20 2022 | Virtual
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<td>The Personal Studio</td>
<td>Small/Mid-Size Venue Sound</td>
<td>Sound for Broadcast/Streaming</td>
<td>Nashville Recording</td>
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<td>Revamp Your Own Studio</td>
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<td>Professional Podcasting</td>
<td>Sound for Film &amp; Television</td>
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MIX 2022 Media Kit | www.mixonline.com
As the number-one media company in the markets it serves, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.

**Targeted B2B Marketing**

Leveraging Future's leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

**Custom Online Creative Solutions**

Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

**Trusted Content**

We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.
Personalized Brand Experiences

SPONSORED BLOG POSTS
WEBINARS
INFOGRAPHICS
VIDEO
WHITE PAPERS & EBOOKS
RESEARCH & SURVEYS

Click here to see our full catalog of content solutions
Extend your campaign and reach a highly-engaged B2B audience across social media channels.

**GAIN EXCLUSIVE ACCESS** to a closed list of qualified professionals. Our data and technology are used to match readers’ email addresses with their social media account.

**REACH YOUR TARGET CUSTOMERS** throughout the day with your content as they browse their preferred social media platform(s).

**ACHIEVE TREMENDOUS ENGAGEMENT** through a combination of sponsored and promoted social posts across Facebook or Twitter to influence the highest-quality viewer.

**AUTOMATICALLY OPTIMIZES YOUR MESSAGE** to the highest-performing creative and social media placements, providing you with the best possible engagement.
Tradeshow Amplification & Award Programs
For major industry shows, Mix provides information on what to look for through ‘Preview’ newsletters, including the NAMM Show Sneak Peeks and Must Sees.

Mix editors are also on staff for the Official NAB Show and InfoComm Show Dailies. Exhibiting at either event? Call us to find out how to get your new products featured!

Maximizing Your Trade Show Presence
Our trusted editorial content around annual tradeshows highlight your brand as a thought leader on the cutting edge of the pro audio industry.
It’s an exhilarating time to be involved in this industry. Each year, we recognize the industry leaders at the cutting edge of AV and pro sound technology.

Winners gain valuable marketing opportunities by entering our awards programs, including:

- Exposure to Future's AV, broadcast and pro sound portfolio via print, online, and email
- Recognition by experts and thought leaders at the industry’s leading publications
- Award amplification at major industry trade shows

For the latest information, entry deadlines, and more, visit mixonline.com.

The Best of Show awards are an objective guide to the most innovative products introduced at InfoComm and NAB. Each year, we employ a team of industry experts to visit booths and anonymously judge nominated products on a range of criteria, and report back their analysis. Our editors then use this unbiased feedback to select the most outstanding innovations, who are featured along with nominated products in a post-show Program Guide.

The Best of Show awards honor outstanding new products exhibited at the NAB Show and IBC. Winners are selected by a panel of engineers and industry experts based on innovation, feature set, cost efficiency and performance in serving the industry.

Similarly, for companies exhibiting at ISE 2022, Future brands Installation, AV Technology, Mix, Residential Systems, Sound & Video Contractor and Tech & Learning run a Best of Show at ISE program as well. Submit your product nomination for a chance to get recognized at Europe's largest AV industry event!
Rates & Specifications
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Print Advertising Specifications

General Specifications
Printing method: Web Offset; Binding: Saddle Stitch Ink: SWOP standard and four-color process, Line Screen: 133 lines per inch

Material Specifications
PDF Format: Advertisers are encouraged to submit PDF and PDF/X-1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please email your print-ready .pdf to the production manager. If the ad is larger than 25mb, please send by file transfer link or contact production manager for further information.
Other Accepted File Types: Hi-res print-ready, .eps, .tif, or .jpeg. Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Additional Charges
Inserts: Information available upon request. Guaranteed Position: 10% additional. Publisher will attempt to honor non paid position requests but assumes no responsibility for failure to do so.
Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on non premium insertions. No further discounting is available for cover positions.
Combined Frequency Discounts
Advertisers are eligible for combined frequency discounts when advertising in other Future publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your advertising representative for details.
Advertising Deadlines
Please refer to the editorial calendar for advertising deadlines. Contact production manager with any extension requests.
Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

Production Contacts
Heather Tatrow, Production Manager
heather.tatrow@futurenet.com
Nicole Schilling, Production Manager
nicole.schilling@futurenet.com
<table>
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<th>Ad Description</th>
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<th>Impressions</th>
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<th>Big Top</th>
<th>ROS + Mobile Big Top</th>
<th>Mobile Big Top</th>
<th>ROS + Interscroller</th>
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<th>ROS + Desktop Miniscroller</th>
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### High Impact Units

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General Specifications

- All creative must be approved and tested before a campaign can begin.
- Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- When submitting rich media, an alternate .gif/.jpg is required.
- Expandable or “Out of Banner” Rich Media creative must be click initiated.
- Expandable or “Out of Banner” Rich Media creative must no larger than twice the banner size.
- Audio ads must be user initiated and are subject to editorial approval.
- Web Mechanical Specifications
  - Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified.

Changes & Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, Future reserves the right to extend the campaign and date by same number of days creative was delayed.

Rejecting Creative

Future reserves the right to reject any creative that does not follow our specifications.

Third-party Tag Policy

Future will accept and traffic up to 3 tags per placement, per campaign.

Banner Policy

Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Future and specified in the contract. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 5 days of lead time to be approved. All ad placements should launch a new browser window when clicked.

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<th>.jpg, .gif, 3rd party tags, click through URL, HTML5 creatives</th>
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Available Units
For full specifications and examples click [here](#).

**Billboard**
Exclusive placement atop the brief for maximum visibility. Ensures your brand is associated with the most relevant news to your target audience. Scalable on all device types and sizes. 970x250

**Rectangle-Text**
Native content that is seamlessly integrated with the newsletter. Incorporate both images and text to provide multiple opportunities for reader engagement. Optimal lead generation tool for promoting original content. Ad Image, Headline, Ad Copy, and Click through URL.

**Above-the-Fold**
For the highest visibility and impact, own the Billboard, News 1 with a Half-Page unit*, Rectangle-Text or a Medium Rectangle units.

*Half-Page unit is only available with the Above-the-Fold takeover. 600x300

**Video-Text**
Supercharge engagement by using a combination of video and text to drive both video views and website traffic.

User experience for video varies by email client. The Video-Text ad seamlessly delivers the best possible content experience based on where subscribers open.

**Medium Rectangle**
High-impact units, ideal for visual content and product promotion. Own expanded real estate, and maximum share-of-screen, in a SmartBrief publication. 300x250

<table>
<thead>
<tr>
<th>Rates</th>
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<tbody>
<tr>
<td><strong>Above the Fold Takeover</strong></td>
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<td><strong>Billboard</strong></td>
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<td><strong>Dedicated Send</strong></td>
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<td><strong>News 3</strong></td>
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<td><strong>Spotlight</strong></td>
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<td><strong>News 1 Video-Text</strong></td>
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**NEWSLETTER**
- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

**AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.**

**DEDICATED SEND**

**Required Deliverables**
1. HTML Code
2. Subject Line
3. Preheader Text (Optional)

**Email Advertising Guidelines**
1. Test your HTML code for errors with an HTML validator prior to submitting to SmartBrief.
2. Visit the Guide to CSS Support in Email: campaignmonitor.com/css.

**NOTE:** HTML is due 10 full business days in advance of the send date, and compatibility issues may delay the send.

**Subject Line & Preheader**
- 50 characters max recommended for subject line and preheader
- Avoid these terms: “New”, “Free”, “Special.”
- Do not use all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).

**DEDICATED SEND HTML CODE**

**Design**
- Limit the design width to no more than 650px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: <a href="URL" >linked text</a>.
- Use inline styling. Except for media queries, SmartBrief only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. SmartBrief can only accept media queries that have a Class or an ID.

**Images**
- Use JPEGs or GIFs.
- Use absolute URL and image paths (images, links, etc.). Images and files must be hosted by client.
- Use image width and height attributes and values to preserve layout structure when images are disabled.

**Do Not**
- Do not use dynamic scripts (Javascript) or any form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.
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